



TOURISM COMMISSION

FEBRUARY 12, 2024

8:30 A.M.

Tower Conference Room

8040 S. 6th St.
Oak Creek, WI 53154
(414) 766-7000

Michael Grab
Alicia Haase
Melissa Rasmussen
Jim Ruetz
Clint Wills
Daniel Bukiewicz – ex-officio
Andrew Vickers – ex-officio

The City's Vision

Oak Creek: A dynamic regional leader driving the future of the south shore.

The Tourism Commission's Mission

To direct hotel/motel dollars to grow tourism and economic vitality by promoting leisure, sports, and business travel, resulting in prosperity for Oak Creek businesses, organizations, and the people who live and work in our community.

1. Call to Order and roll call.
2. Approval of Minutes – January 22, 2024.
3. **Information/Discussion:** Presentation by Discover Wisconsin/Discover Mediaworks regarding a digital marketing strategy and partnership.
4. **Discussion/Action:** American Cornhole League Sponsorship.
5. **Discussion/Action:** 2024 Tourism Budget-Amended Framework.
6. Adjournment.

Dated this 9th day of February, 2024

Public Notice

Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 414-766-7000, by fax at 414-766-7976, or by mail at 8040 S. 6th Street, Oak Creek, Wisconsin 53154.

Visit our website at www.oakcreekwi.org for the agenda.